

**HOLLYWOOD PROPERTY OWNERS ALLIANCE
BOARD OF DIRECTORS**

Minutes

**Thursday, June 19, 2014
W Hotel – Strategy Room**

Officers and Directors Present

John Tronson, President, Tronson Investment Group
Jan Martin, Secretary, AMDA
David Benavente, Shine America
Leslie Blumberg, The Fonda
Joseph D'Amore CRC Entertainment Inc.
Mark Echeverria, The Musso & Frank Grill
David Green, Nederlander Organization
Chad Lewis, Klein Financial Corporation
Frank Stephan, Clarett West Development
Monica Yamada, CIM Group, Inc.

Absent

John Lyons, Vice President, Avalon Hollywood/Bardot
Drew Planting, Treasurer, GPI
Charlie Colletta, HEI, LLC.
Michael Gargano, Argent Ventures, LLC
Galo Medina, Comprehensive Financial Services
Don Mushin, Toyota of Hollywood
Mark Stephenson, Hollywood United Methodist Church

Staff

Sarah Besley
Ginnie Gallo
Kerry Morrison
Devin Strecker

Guests

Lt. Rich Gabaldon, LAPD
Senior Lead Officer Danny Pesqueira, LAPD
Laurie Goldman and Michael Gonzales
JC Diaz, Nightlife Foundation
Lannette M. Pabon, Resident
Shawn Heyl, HIRC
Dave Dean, Avalon/Giant
Scott Campbell, GO! Organization/IRC

I. Call to Order

The meeting was called to order by John Tronson, President, at 4:06 p.m.

II. Open Forum

1. Michael Gonzales & Laurie Goldman presented plans for a boutique hotel at 1541 Wilcox. The hotel will be 11 stories, 153' tall, 124,000 sq. ft., and have 203 rooms. There will also be three (3) below grade parking and bicycle parking. No agreement has been made with a major brand hotel. Richard Heyman and Grant King are the developers.
2. JC (Jason) Diaz from Nightlife Foundation, a 501C3 non-profit based in Washington D.C., presented plans for a Hollywood Music Festival, August 15, 16, 17, 2014. Anticipated attendance: 2,500. Plans would include a Food Crawl (10:00 a.m. – 2:00 p.m.), a Bar Crawl (2:00 – 8:00 p.m.), and a Club Crawl (9:00 p.m. – 2:00 a.m.). Talks are in the preliminary stage with venues. The venues would be responsible for their own headliners. The board engaged him in some questions about the event.
3. Lt. Rich Gabaldon, LAPD, newly assigned to take over the patrol responsibilities for the Hollywood Entertainment District, introduced himself and stated he would work closely with the Board.
4. Resident Lannette Pabon introduced herself to the Board. She is currently attending USC for her Master of Heritage Conservation. She is especially interested in the older Hollywood signage which may still be available.

III. Approval of Minutes

It was moved by Joseph D'Amore, seconded by Mark Echeverria, and CARRIED to approve the minutes from the Board's May 15, 2014 meeting. Unanimously approved.

IV. Treasurer's Report – Kerry Morrison

- A. May 31st Financial Statement:** Kerry Morrison walked the board through the reports prepared for the meeting. The cash report showed cash on hand in the Association's various bank accounts. The HED 09-18 account has \$1,296,145. At the current pace of spending, absent any significant changes to budgeted expenses or revenue situation, year end cash would be approximately \$472K.

It was moved by Jan Martin, seconded by David Benavente, and CARRIED to approve the May 31, 2014 financial statement. Unanimously approved.

- B. Delinquent assessments from public parcels:** As a response to a letter sent to the City Clerk's office (May 6, 2014) by Morrison documenting the \$42K that the state is in arrears, a member of the City Attorney's staff has been assigned to review the problem. It was noted that the Sacramento BID has received payment for all state-owned buildings. Unfortunately there is no effective trade association in the state for BIDs to turn to in this type of advocacy situation.

C. Review and approve 2013 tax return:

Item has been put on hold for review until the next Board meeting.

V. Committee and Activity Reports

A. Marketing and Communications – Jan Martin and Devin Strecker

1. **Hollywood Gateway Property Owners Walk-Through, May 22, 2014** – The four-hour tour was very successful. Each property owner spoke about the history of their property and how long they have owned it. City Council staff participated and after the tour, Councilmember Mitch O'Farrell expressed a desire to meet with the owner of one of the long-vacant properties on that stretch of the Boulevard (the X Theatre). The councilmember also wants to meet with owner Mr. Setareh about plans for his vacant property.
2. **Music Festival** – Morrison and Jan Martin reported on the June 9, 2014 meeting with Hotel Café. They are a local team of business people with good connections, high integrity, and they are looking to enhance the image of Hollywood. Although they have not done anything like this before, they are envisioning a two-day festival hosting approximately 20,000 people. No decisions have been made at this time, and dialogue with them will continue.

B. Security

1. **June 12, 2014 Meeting Update** – Morrison reported that Captain Zarcone was instrumental in calming down the situation between a South LA gang and the Samoan security guards. The Las Palmas area has gotten better. Currently there are less nightclubs operating today in the Hollywood area than two to three years ago.
2. **Discouraging Panhandling** – The Alcohol Task Force has been looking at the Donation Station, a red parking-type meter, currently successfully being used in San Diego to discourage panhandling. Red meters were placed on private property throughout the downtown neighborhoods allowing the public to make donations directly to help the homeless to assist them to return to their homes, fund move-in kits, and support expenses associated with job interviews. Staff is going to work with the council office to pursue this. A member of both the Hollywood BID board and Sunset board is requested to participate. John Tronson volunteered.

C. Streetscape and Planning – Sarah Besley

1. **Green Vine** – The tops of 41 newly planted Jacaranda trees on Vine Street between Santa Monica and Sunset were vandalized. The tops were snapped off; thus killing them. Reward posters (\$1,000) have been put up on the damaged trees two (2) times but have been removed each time. A sting operation is currently on, but no details can be revealed until the vandals have been arrested. Multiple offers have come in to replace the trees, but all is on hold until there are arrests.

2. **Big Belly Solar Compactors** – The committee continues to evaluate whether to purchase the used solar compactors from another neighborhood in CD-13. The compactors have been tagged and damaged. Besley is waiting for a cost estimate for wrapping them and having graffiti film added. Once the estimate has been received the costs will be evaluated. These compactors will crush 150 gallons of trash into 32 gallons.
3. **La Brea Median Landscape Plan** – Besley reported that the plan is moving forward using drought resistant plants.
4. **Sharkey's Alley** - The alley behind Sharkey's has been impossible to keep clean without the alley being gated. Last year, the board authorized suspending cleaning until a gate could be installed. A disproportionate amount of time was being spent keeping that alley clean by CleanStreet staff. The current owner was asked but did not install a gate and the property is now in escrow per Tronson.

It was moved by Joseph D'Amore, seconded by Mark Echeverria, and CARRIED to continue the suspension of cleaning the Sharkey's alley until a gate is installed. Unanimously approved.

5. **Hollywood Bicycle Plan** – Besley attended a meeting for the bike plan. The two (2) proposed bike routes are Hollywood Boulevard and Vine Street. Numerous collisions have occurred in the Hollywood BID involving pedestrians and bicycles, some fatal. It is very early in the process and there will be follow-up meetings.

VI. Old Business

A. Seismic Messaging from HPOA

On behalf of the board, a letter was sent to Mayor Garcetti from Morrison requesting participation in the city's planning process around seismic retrofit and preparedness, especially as it impacts property owners. The June 30, 2014 meeting with Dr. Lucy Jones has been postponed due to a conflict with her schedule.

B. AB 2618

The bill should reach the Senate floor mid August. It is necessary for the California BIDs to raise an additional \$40 – 44K to cover this portion of the process. Hollywood and Sunset BIDs are being asked to give the same amounts as last year. The requested amount from the Hollywood BID is \$5,100 and will go to the coalition formed for this effort, the CA BID Alliance.

It was moved by Leslie Blumberg, seconded by Chad Lewis, and CARRIED to authorize \$5,100 be taken from the 2014 budget to complete legislative advocacy in support of AB 2618. Unanimously approved.

C. Reviewing Potential Insurance Brokers

Insurance renewal is due in September/October. David Green and Drew Planting are serving as a subcommittee to identify a new broker to shop our business.

VII. New Business

A. Appointment of Nominating Committee

Morrison reminded Board that a nominating committee will be appointed by the president by the last week of June. There will be seven seats whose terms expire in November.

B. BISNOW Event in Hollywood

Joe Mariani has been talking to BISNOW about organizing an event which will put the spotlight on Hollywood. Talks are currently in process.

VIII. Staff Report

A. Board Planning Retreat – July 21, 2014

Normally the board meeting would be scheduled for third Thursday of the month (July 17) but since there are five Thursdays in July, staff asked if the retreat could be pushed one additional week to allow for planning. The board concurred.

B. Annual All Property Owners Meeting

The annual all property owners meeting will be held in Emerson College at 6:00 p.m. on August 6 or 7, 2014. It will be conducted in partnership with the Sunset & Vine BID, as was done last year. More information to follow.

X. Next Meeting: The next meeting will be held July 27, 2014.
There will be no August 2014 meeting. We will be on hiatus.

XI. Adjournment: The meeting was adjourned at 5:40 p.m.